

# Santa Barbara County Projection Highlights

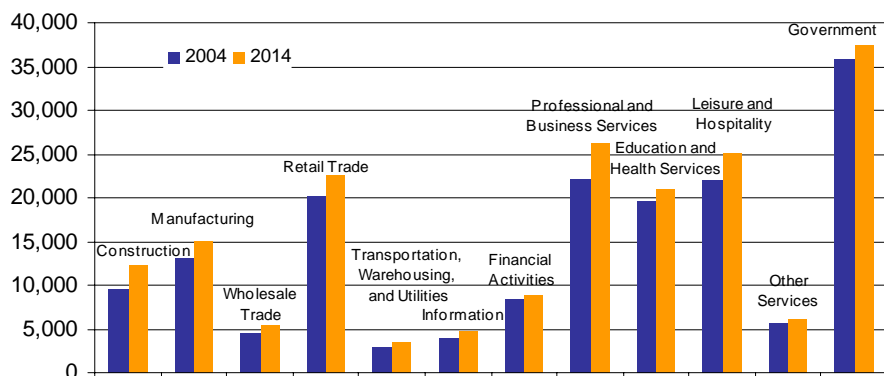
## Industry

Total employment, including Self-Employment, Unpaid Family Workers, Farm Employment and Nonfarm Wage and Salary Employment, in Santa Barbara County is expected to grow at about 1.0 percent annually between 2004 and 2014, lower than California's projected annual growth rate of approximately 1.6 percent. The overall growth will add 20,900 new jobs, bringing Santa Barbara County's total employment to 222,600 by 2014.

Nonfarm employment, 84 percent of total employment, is expected to grow by 1.2 percent annually for the next ten years. Approximately 67 percent of all new wage and salary jobs are forecasted to occur in: Professional and Business Services (20 percent), Leisure and Hospitality (15 percent), Construction (13 percent), Retail Trade (11 percent), and Government (8 percent).

Construction is the fastest growing major industry sector, projected to grow at an annual rate of 2.8 percent, followed by Transportation, Warehousing, and Utilities, and Wholesale Trade, projected to grow at annual rates of 2.1 percent and 2.0 percent, respectively. Education and Health Services is projected to grow at 0.7 percent annually with 1,400 additional jobs by 2014. Specific industries forecasted to have significant annual growth are Management of Companies and Enterprises (4.0 percent) and, Clothing and Clothing Accessories Stores (3.2 percent).

Below is a graph of the 2004 and projected 2014 employment for the major industry sectors in Santa Barbara County.



## Occupations

Occupational projections for the period 2004 to 2014 forecast:

- Nearly 21,000 net new jobs from industry growth,
- Almost 49,000 job openings from Net Replacements,
- A combined total of approximately 70,000 job openings.

The top 50 occupations with the most job openings will generate almost 56 percent of all job openings during the 2004-2014 period. These occupations are expected to generate over 39,000 total job openings. Most of the job openings among these top 50 occupations are from lower paying, entry level occupations such as Retail Salespersons, Farmworkers, Laborers, Waiters and Waitresses, and Cashiers. Higher-skilled and higher paying occupations such as Managers, Carpenters, and Computer Software Engineers are also among these top 50 occupations.

The 50 fastest growing occupations are all expected to grow at an annual rate of 1.8 percent or more. Occupations in Computer related fields are scattered throughout this list.

The following chart illustrates average annual job openings due to growth and replacements by education and training levels in Santa Barbara County.

